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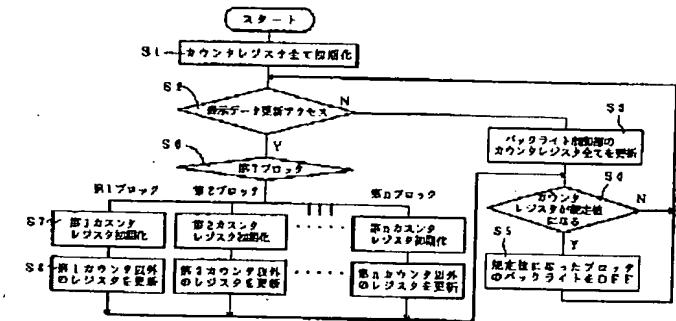
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**TITLE : CONTROL METHOD FOR BACK LIGHT
OF LIQUID CRYSTAL DISPLAY DEVICE**



ABSTRACT : PROBLEM TO BE SOLVED: To reduce power consumption by lighting only a required display area of a display panel section in a liquid crystal display device.

SOLUTION: A display area of a panel section displaying data is divided into a plurality of blocks, back lights are provided for each block, while counters corresponding to each back light are provided. At the same time the counter is initialized (S1), each back light is turned on, in a state in which each back light is turned on, when access for updating display data is not performed for each block, corresponding counter values are updated, and a back light corresponding to a counter of which a count value reaches a predetermined specific value is turned off (S5). Blocks in which updating of display data is accessed are controlled so that a corresponding back light is turned on, at the same time when the counter is initialized.

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